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Water for Scholarships

05.25.2011 | Campus and Community, Health The national basketball championships weren't the only thing up for grabs during the 2011 NCAA March Madness tournament held earlier this year.

In addition to hosting the inaugural First Four games of the 2011 NCAA Division I Men's Basketball Championship, the University of Dayton also won \$5,000 for scholarships as regional winner in the Coca-Cola "Best of the Best" contest.

To win, the University's dining services promoted the benefits of drinking two liters of water every day and introduced one-liter bottles of Dasani and Smart Water to the dining facilities. The competition was based on growth in sales of those products.

"The hard work both Coca-Cola and dining services at the University of Dayton put into this promotion was outstanding and the results reflect that hard work," said Paula Smith, director of dining services. "We are very pleased that these efforts have resulted in a \$5,000 award from Coca-Cola for our university's scholarship fund."

Smith said the scholarships will benefit dining service employees.

Ron Riedy, Coca-Cola market unit on-premise sales director, said the successful promotion added another element of fun for students.

"March Madness is an exciting time on college campuses across the nation and this program gave students an opportunity to further demonstrate their school spirit," Riedy said. "We are extremely proud to support the University of Dayton with this scholarship."

The University of Dayton is giving a \$3.9 million renovation to its dining facilities in Virginia W. Kettering Residence Hall. The cafeteria will be converted into two theme restaurants — one featuring fresh foods from around the world and the other offering sandwiches, salads and omelets, with artisan breads baked on site.

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